

LOUIS ROBERTS

Eastbourne, UK
louisroberts26@gmail.com
07576 339 649

OPERATIONS | WORKFLOW | PROCESS

Operations-focused project lead with 8 years' experience helping high-growth businesses build structure, improve processes and deliver complex work. I specialise in working closely with founders and growing businesses, and building AI-powered workflows from scratch to turn undefined ways of working into clear, robust systems.

EXPERIENCE

Client Delivery Manager 4.5 years | Jun 2022 - Present

addmustard Marketing Agency, Brighton

Operational lead within a fast-paced agency, responsible for the systems, processes and coordination that enable multidisciplinary teams to deliver complex projects effectively. Clients range from founder-led start-ups to established market leaders and PLCs.



- Designed and implemented an AI-powered agency workflow from scratch, introducing resource tracking to provide clearer visibility of scope, capacity and margin
- Increased creative resource capacity by 20% after 1 year through improved processes
- Process ownership has contributed to 4% YoY growth in creative revenue since 2022
- Coordinated delivery across internal teams, freelance specialists and competing priorities
- Managed integrated campaign budgets up to £500k
- Formalised hiring process for creative roles, prioritising lead quality

Operations Manager 6.5 years | Jul 2020 - Present (2 years FT + ongoing strategic support)

Moving Mountains Ski Indoor Ski Centre, Brighton

Transitioned from design & build into operational leadership and marketing strategy. Working closely with the founders to establish the start-up as the UK's largest indoor ski simulation centre.

- Helped build, launch and scale the business into a market leader reaching £1m+ in 2 years
- Drove customer acquisition and operational delivery resulting in £500k+ ARR for 6+ years
- Built and implemented processes to support the growth and running of the business
- Led operational planning, customer experience and day-to-day business coordination
- Implemented hiring process and dedicated sponsorship scheme for new ski instructors

Interior Design & Build Lead 10 months | Sep 2019 - Jun 2020

Moving Mountains Ski Indoor Ski Centre, Brighton

Led the design and practical delivery of the interior fit-out for a founder-led start-up. Balanced shoestring budgets during COVID, with customer/brand experience and operational functionality.

- Owned concept development, spatial planning and supplier coordination
- Navigated planning permissions, health and safety and building regulations
- Led the practical build spanning carpentry, masonry, plumbing and metal-work

Architectural Designer 1 yr | Aug 2018 - Aug 2019

C-Side Design Architectural Design Practice, Bexhill

Contributed to nationwide architectural and interior design projects across hospitality, and residential sectors. Supported concept development, FF&E detailing and client presentations.

- Operated across design, contractor coordination and stakeholder management
- Balanced design intent, functionality and commercial considerations from the office and on-site

CORE SKILLS

- Process & workflow design
- Operational system design
- Process implementation
- Operational planning
- Resource & capacity planning
- Cross-functional coordination
- Stakeholder management
- Reporting & commercial visibility
- Project & programme delivery

TOOLKIT

- Asana | AI Workflows
- Google Workspace
- Microsoft Office
- Monday / Trello / Scoro
- BugHerd

PROFESSIONAL DEVELOPMENT

Asana Collaborative Work Management Certifications

- AI Studio Foundations
 - Workflow Specialist
 - Resource Management
- 2025 - 2026

MSc (CIM) | Marketing

University of Brighton

- Strategy & Planning
- 2021 - 2022

EDUCATION

BA(Hons)

Product & Furniture Design

Kingston University
2015 - 2018

Foundation Diploma

Product Design

East Sussex College
2014 - 2015

ME

A people-person and natural entrepreneur. I'm a single hcp golfer and enjoy Guinness, cycling and home renovation projects - in that order.